

## CIAC SURVEY ANALYSIS

### Business and Industry

If Lake Havasu City is to grow and if the quality of life is to improve for its citizens, the City must be helpful when possible and not be an impediment to the development of new and improved business and business opportunities.

The City and the Partnership for Economic Development have long sought to do those things that would improve the business climate and induce new, higher paying businesses to locate and prosper in Lake Havasu City. We believe that, within the limitations placed upon it, the City should continue those efforts. We believe that to that end, the City should:

<b>Description</b>	<b>Strongly Agree</b>	<b>Agree</b>	<b>Disagree</b>	<b>Strongly Disagree</b>	<b>No Opinion</b>
Facilitate the improvement and/or redevelopment of Main Street.	155 29%	248 46%	73 13%	36 7%	31 6%
Proceed with the opening of the Industrial Park and recruit new businesses to occupy the park.	227 41%	216 39%	49 9%	22 4%	34 6%
Encourage new and existing businesses to provide more jobs for younger people in order to allow our emerging youth to remain here.	192 35%	265 48%	42 8%	6 1%	42 8%
Make incremental improvements to the airport to encourage our emerging general aviation industry.	124 23%	235 43%	102 19%	40 7%	45 8%
Find ways to rent out existing airport space.	146 27%	284 52%	37 7%	11 2%	65 12%
Develop area around airport for commercial or industrial.	139 26%	241 45%	74 14%	25 5%	62 11%
Attract a call center type business to one of our vacant properties.	85 16%	187 35%	72 13%	37 7%	158 29%
Another area we could explore is how we make the large number of retirees who choose to reside here become more part of the community.	136 25%	237 43%	60 11%	27 5%	85 16%
Encourage larger businesses to locate here.	283 52%	205 38%	30 5%	13 2%	15 3%
Encourage the establishment of a casino.	103 19%	78 14%	109 20%	201 37%	54 10%

## CIAC SURVEY ANALYSIS

### Tourism

We need to promote our City by highlighting our most attractive features:

*Sunshine at least 320 days a year more than most areas of the country.*

*Open water sports and activities like golf all year around.*

*Exploring and hiking all year around.*

*Dry Climate for promoting better health.*

*Proximity to major vacation spots and resorts (Las Vegas, San Diego, Los Angeles, Phoenix, Grand Canyon).*

Aside from the English Village, there a number of areas where it appears the City can either provide or improve the climate for tourists and the tourism industry:

Description	Strongly Agree	Agree	Disagree	Strongly Disagree	No Opinion
Facilitate, build, or finance a new marina/boat docks/launching facility on the south side.	219 40%	198 36%	57 10%	35 6%	45 8%
Provide incentives for the establishment of new restaurants and walking friendly business near the water and on main street.	241 44%	213 39%	51 9%	30 5%	18 3%
Provide incentives for new hotels and resorts on the south side of town.	133 24%	188 34%	108 20%	49 9%	72 13%
Provide more marketing of the City to increase our exposure to potential tourists.	154 28%	257 47%	66 12%	33 6%	40 7%
Completely rework the signage in lower downtown and on the island so that tourists can better navigate in our City.	111 20%	208 38%	103 19%	40 7%	89 16%
Provide a newer and better replacement for the stage under the bridge that burned a few years ago. Be permit friendly to groups who would then perform on that stage.	208 38%	223 41%	56 10%	28 5%	34 6%
Beach restoration and beautification (additional sand, scheduled volunteer clean up crew for the channel).	233 43%	244 45%	40 7%	8 1%	23 4%
Provide restroom facilities, picnic tables and shades structures along the channel.	233 42%	226 41%	51 9%	20 4%	20 4%
Develop logo and image branding consistent throughout Lake Havasu City and in marketing materials.	124 23%	214 39%	78 14%	34 6%	94 17%

## CIAC SURVEY ANALYSIS

### Tourism (continued)

Description	Strongly Agree	Agree	Disagree	Strongly Disagree	No Opinion
Beautification of both entrances of Lake Havasu City (north & south ends).	156 28%	209 38%	102 19%	35 6%	46 8%
Beautification along Highway 95 in the City.	188 35%	217 40%	71 13%	26 5%	41 8%
Encourage existing businesses to clean up and beautify their property.	316 58%	203 37%	16 3%	2 0%	10 2%
Encourage new or existing businesses to offer more tourist activities, i.e., jeep trips, horseback riding, Oatman trips, Segway tours, etc.	159 29%	260 48%	43 8%	16 3%	66 12%

## CIAC SURVEY ANALYSIS

### Parks & Recreation

Parks may well be the entities that separate cities from villages. We have established a number of parks in Lake Havasu City. Some of them have been government projects but several have been the result of work and donations of private organizations. The people of Lake Havasu City use these parks in great numbers. It is evident to us that demand for park space and facilities will increase, never decrease, over time. With that in mind, we believe the City should:

Description	Strongly Agree	Agree	Disagree	Strongly Disagree	No Opinion
Establish an amusement park in conjunction with the English Village.	74 14%	125 23%	173 32%	116 21%	58 11%
Establish a municipal golf course.	85 15%	157 29%	139 25%	106 19%	63 11%
Remodel and expand the Aquatic Center.	94 17%	156 28%	176 32%	77 14%	46 8%
Complete the proposed multi-use path in Pima Wash.	89 17%	214 40%	98 18%	52 10%	86 16%
Expand Rotary Park.	123 23%	236 43%	108 20%	25 5%	51 9%
Have the City manage and enforce regulations on State/BLM land in order to provide citizen access to those lands.	109 20%	199 37%	93 17%	58 11%	86 16%
Maintain trails about town including those on State/BLM lands.	105 19%	240 44%	82 15%	51 9%	66 12%
Provide parking lot support for Windsor Beach State Park.	102 19%	217 40%	105 19%	43 8%	78 14%
Establish an indoor amusement park/place.	91 17%	120 22%	147 27%	101 18%	92 17%
Have more activities for children.	196 36%	231 42%	64 12%	16 3%	44 8%
Make improvements to neighborhood parks, i.e., Avalon to include playground equipment, shelters and picnic facilities.	167 31%	271 50%	48 9%	23 4%	37 7%
Provide more waterfront access and public beach.	233 42%	214 39%	58 11%	13 2%	32 6%
Provide outdoor swimming pools/water park.	107 20%	136 25%	163 30%	87 16%	52 10%
Provide more meeting/private party rooms.	57 10%	129 24%	172 32%	86 16%	100 18%
Provide indoor fitness and exercise facilities.	53 10%	119 22%	176 32%	121 22%	80 15%

## CIAC SURVEY ANALYSIS

### Public Safety - Fire and Police Departments

One of the primary functions of city government is the provision of public safety. During this period of economic uncertainty the Lake Havasu City Police Department and Fire Department have both shared in the reduction of funding compared to the recent past.

#### Police Department

Fiscal Year:	2007-08	2008-09	2009-10
Number of employees:	127	127	123
Departmental budget:	\$13,352,240	\$13,695,330	\$11,477,483

Description	Strongly Agree	Agree	Disagree	Strongly Disagree	No Opinion
Funding should remain at this reduced lower level relative to other City services. The Police Department has demonstrated its ability to do more with less.	88 16%	156 29%	153 28%	106 20%	36 7%
Funding should be raised to earlier levels relative to inflation and other City services. The Police Department is doing a good job and needs our support.	167 31%	169 31%	119 22%	50 9%	32 6%
Funding should be drastically increased. We face a law enforcement crisis.	42 8%	73 14%	193 37%	128 25%	80 16%

#### Fire Department:

Fiscal Year:	2007-08	2008-09	2009-10
Number of employees:	95	95	85
Departmental budget:	\$11,834,988	\$11,466,338	\$9,249,768

Description	Strongly Agree	Agree	Disagree	Strongly Disagree	No Opinion
Funding should remain at this reduced lower level relative to other City services. The Fire Department has demonstrated its ability to do more with less.	94 18%	164 31%	141 26%	101 19%	34 6%
Funding should be raised to earlier levels relative to inflation and other City services. The Fire Department is doing a good job and needs our support.	152 29%	162 31%	128 24%	57 11%	32 6%
Funding should be drastically increased. We face enormous challenges in this area.	57 11%	64 12%	196 38%	131 25%	69 13%

## CIAC SURVEY ANALYSIS

### Cultural Development

The arts and cultural activities improve the quality of life for many communities. With that in mind, we believe the City should:

Description	Strongly Agree	Agree	Disagree	Strongly Disagree	No Opinion
Provide or maintain additional venues for performing arts.	105 19%	277 41%	113 21%	47 9%	59 11%
Provide or maintain additional venues for museums.	75 14%	182 33%	163 30%	57 10%	70 13%
Provide or maintain additional venues for visual arts, i.e., art galleries.	78 14%	194 36%	153 28%	55 10%	65 12%
Partner with local groups to increase the number of cultural events – concerts, plays, art exhibits, etc.	183 33%	259 47%	46 8%	25 5%	36 7%
Create an annual arts and cultural event showcasing the variety of cultures we have in Lake Havasu City.	141 26%	221 40%	95 17%	31 6%	59 11%
Create a “map” of the cultural events in the City.	127 23%	238 44%	85 16%	31 6%	63 12%
Research the “needs” for cultural events in the City.	122 22%	222 41%	100 18%	59 11%	41 8%

## CIAC SURVEY ANALYSIS

### Transportation

Our understanding is that maintenance of streets and roads within Lake Havasu City, except Highway 95, is a mandated function of the City. As with virtually every city in America, the maintenance of those streets is sometimes a frustration to the citizens.

<b>Description</b>	<b>Strongly Agree</b>	<b>Agree</b>	<b>Disagree</b>	<b>Strongly Disagree</b>	<b>No Opinion</b>
I feel the City does an adequate job maintaining the streets.	62 12%	331 62%	89 17%	30 6%	21 4%
I feel the City does a good job maintaining the streets.	51 10%	257 49%	148 28%	45 9%	26 5%
I feel the City does an excellent job maintaining the streets.	42 8%	133 26%	198 38%	95 18%	48 9%
The City should do what it can to improve the situation where streets are used as storm drainage.	132 24%	309 57%	43 8%	12 2%	45 8%
The City should review and improve the intersections where necessary, including more traffic lights at high volume intersections (Rainbow and Acoma).	125 23%	238 44%	104 19%	37 7%	39 7%
Add street lights.	75 14%	104 19%	144 27%	164 31%	49 9%
Advertise the transit system (Havasut Area Transit, HAT) and expand it.	98 18%	235 43%	81 15%	52 10%	77 14%
The City should do what it can to improve commercial/retail parking availability.	78 14%	209 39%	111 21%	48 9%	95 18%